

WESTERN STATES LAND COMMISSIONERS ASSOCIATION 2017 Strategic Plan

Helping States Fund Education









Our Vision Helping States Fund Education

THE MISSION of WSLCA is to create value for our beneficiaries through

leadership, education and sound land management.

Our Core Values

Excellence ~ Collaboration ~ Integrity ~ Stewardship



FOCUS AREAS, GOALS, and STRATEGIES

2017 - 2022



FOCUS AREA I: Strong Relationships

Goal #1: WSLCA represents all member states and their beneficiaries.

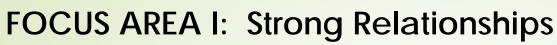
- Create a communication plan that involves: web site, designated outreach, follow-up on presentations & newsletters
- Cultivate relationships with philanthropic and granting organizations that align with a desire to help fund education
- Explore opportunities to determine value added for other states to join the association
- Create an Associate Membership category for beneficiaries to help us with outreach efforts



FOCUS AREA I: Strong Relationships

Goal #2: WSLCA builds strong relationships with other entities that further our mission of leaderships, education and sound land management.

- Create a strong, robust, and more inviting website and brand that generates interest and promotes supporting WSLCA
- Create a non-voting Affiliate Advisory Council to work with the executive committee on identifying and funding baseline education material and information sessions about trust lands and key project initiatives



WSLCA
WESTERN STATES
LAND COMMISSIONERS
ASSOCIATION

Goal #2: WSLCA builds strong relationships with other entities that further our mission of leaderships, education and sound land management. (continued)

- Collaborate with non-affiliate business and industry to gain support and advice on key issues and projects that advance the WSLCA vision and mission through advisory committees, individual relationship building, and attendance at conferences
- Create formal communication paths with other Western organizations (WGA, CWAG, WAFWA) to coordinate positions and outreach
- Organize specific purpose/topic meetings, outside of normal conferences, and invite participation from 3rd party groups



FOCUS AREA II: Strategic Communication

Goal #3: WSLCA facilitates strategic conversations and messaging to help produce maximum value for each of the states and the beneficiaries of trust assets.

- Develop a plan and materials to communicate strategic initiatives both internal and external to the association
- Promote the State only docu-sharing website to promote the value of *states sharing via information in a central location*
- Distribute new information in real time, as well as, an Annual Impact Report
- Promote education of school trusts by developing and publishing the school trust story



FOCUS AREA III: National Leadership

Goal #4: WSLCA is recognized by national and state elected officials as an influential voice for all members.

- Make Washington, DC trips a priority and take steps to develop a reputation as an 'influential voice'
- Increase funding for association outreach
- Participate actively in review of federal rule makings applicable to trust land management and related impacts to beneficiaries
- Promote projects that streamline business for states, across multiple states and in doing business with states



FOCUS AREA IV: Strategic Initiatives

Goal #5: WSLCA develops, communicates, and implements initiatives to address trust management, public policy, and association growth priorities.

- Create issue based initiatives that are prioritized and addressed for each year
- Supply resolutions and testimony to congress about trust lands and related impacts
- Explore opportunities to determine value added for other states to join the association
- Develop best practices for different sectors of state trust land business



FOCUS AREA V: Continuity and Growth Goal #6: WSLCA has sufficient capacity and budget to implement its goals.

- Focus on outreach to bring in absent and past members
- Recognize experts and excellence in land management i.e. annual awards from WSLCA
- Develop recruitment, training and support strategy for future leaders (including new member/commissioner mentors)
- Continue fund raising strategies and evaluate other fundraising options for the association to support the mission and extend outreach



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